

Agency's website raises the bar

Sheriff said he wanted the best and guess what? He got it!

by Cynthia Brown

A new website has been launched by the Los Angeles County Sheriff's Department at www.lasd.org.

It includes photos, videos, and frequently updated content, in a features-rich environment.

"Our new website provides the public what, we believe, the public has long wanted, in the way they want it provided. It is useful and interesting information, presented in an engaging and highly visual way," said Los Angeles County Sheriff Lee Baca.

The home page has links to breaking news, a wide variety of useful information, and interesting topics from the largest and most diverse Sheriff's Department in the world. Secondary home pages for specific interests include a newsroom, crime information and prevention, and important information from all sectors of the criminal justice profession. The informative Newsroom page has links to news media coverage of the Sheriff's Department as well as LASD press releases.

The Crime Information and Prevention page includes crime mapping and statistical data for all LASD contract cities, unincorporated communities and patrol areas (CrimeReports.com). Citizens will now be able to provide crime tips anonymously via Crimestoppers.

The section also includes information on wanted persons, the Megan's law database as well as over 70 crime prevention links and information on topics ranging from identity theft to burglary, and substance

abuse prevention.

On the Residents page, all 88 cities and 140 unincorporated areas of Los Angeles County are linked to the sheriff's station or police department that patrols that particular community. The Government page links to the city hall or Board member of the Los Angeles County Board of Supervisors who represents each community.

Over 50 languages are available via Google's automated foreign language translator.

Several sections have been enhanced including the Inmate Information Center, LASD Job Openings, Court Information, and Civil Processing procedures. Scores of unit pages will soon be enhanced and upgraded using the new webpage format.

This includes new web pages for dozens of sheriff's patrol stations, as well as jails and courts, and specialized assignments and interests such as Aero Bureau helicopters, Search and Rescue, and Education-Based Incarceration.

Sheriff's Department publications, events calendar, news stories, videos, photos, and more are being continuously enhanced or added. L.A.'s Most Wanted Taggers is an example of one of the many new pages to come in the near future.

Last but not least the site has its own Youtube channel and video section where you can watch the documentary film, "Light at the End of the Tunnel," a collaborative effort between the LASD, the LAPD and the Advancement Project to reduce gang violence which was produced by *American Police Beat*.

Greg Bogosian, who heads up the *American Police Beat*'s web and internet based services division, said he was amazed at the way the Los Angeles Sheriff's Department has been able to revamp their internet presence in a way which truly harnesses the vast information and resources concerning



all facets of law enforcement and government in Los Angeles County.

"They have done a remarkable job presenting all this information in an intuitive, centrally-accessible portal," Bogosian said. "The sheer depth of the resources on their new site will help break down the wall which has tra-

ditionally existed between the public and law enforcement when it comes to accessing information. It is a great example of the evolution of community policing. The Sheriff's Department knows that the 'word on the street' is now often fueled by the 'word on the web.' This new website, which is all about

connecting with the citizens the agency serves, shows that they understand that law enforcement needs a presence on the computer screen as well as in uniform."

For more information contact Sheriff's Headquarters Bureau, Los Angeles County Sheriff's Department at (323) 267-4800.